

SYSTEM AND METHOD FOR ESTIMATING THE GEOGRAPHIC LOCATION OF AN INTERNET USER

Abstract

A system and method of estimating an Internet user's geographic location is disclosed. The method includes tracking the Internet user's visits to at least one Internet site promoting a business having a business geographic location to define a visited Internet site, determining the business geographic location of the business promoted by the visited Internet site to define a matched business location, and estimating the Internet user's geographic location to be at least adjacent to the matched business location.